



IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Art Unit : 3625  
Examiner : James H. Zurita  
Serial No. : 09/736,471  
Filed : December 13, 2000  
Inventors : Glenn Rothman  
: Avner Arazi  
Title : METHOD AND APPARATUS FOR  
: THE DISTRIBUTION AND SALE OF  
: A BRANDED PRODUCT

**Customer No.: 35811**

Docket No.: HFC-05-1794

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**POWER OF ATTORNEY**

Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

Sir:

Agratec, LLC, assignee of the above-identified application as evidenced by the Assignment document recorded in the United States Patent and Trademark Office records at Reel 11373/Frame 873, hereby revokes all prior powers of attorney and appoints:

|                        |                 |
|------------------------|-----------------|
| T. Daniel Christenbury | Reg. No. 31,750 |
| Thomas J. Durling      | Reg. No. 31,349 |
| Paul A. Taufer         | Reg. No. 35,703 |
| Darius C. Gambino      | Reg. No. 41,472 |
| Paul Carango           | Reg. No. 42,386 |
| Steven A. Nash         | Reg. No. 45,507 |
| Andrew A. Noble        | Reg. No. 48,651 |

as attorneys of record to prosecute the captioned patent application and to transact all business in the Patent and Trademark Office connected therewith. All further correspondence should be sent to:

**Customer No. 035811**, whose contact information is:

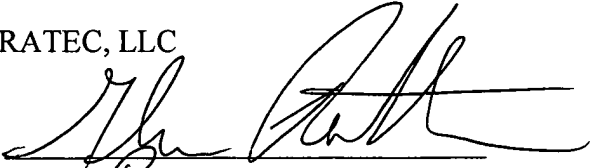
IP Group of DLA Piper Rudnick Gray Cary US LLP  
One Liberty Place, Suite 4900  
1650 Market Street  
Philadelphia, PA 19103  
Telephone: (215) 656-3300

Assignee has reviewed the relevant documentary evidence and certifies that, to the best of the Assignee's knowledge and belief, title is in Agratec, LLC.

Respectfully submitted,

AGRATEC, LLC

Date: 7/9/06

By: 

Title: PRINCIPAL